



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Empowering Teens for Financial Independence

Building the Foundation for a Confident Financial Future

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As today's young adults face a rapidly changing financial landscape, it's more important than ever to equip them with the knowledge and skills to take charge of their financial futures. This special feature will explore practical strategies, tools, and insights that can help parents guide their teens toward financial independence, building confidence and competence for the years ahead.

Proposed topic highlights:

Hands-On Investing Practice: How practice investment accounts can provide teens with a risk-free way to explore the stock market and investment strategies.

Tracking Spending Habits: The role of digital tools in helping teens monitor their spending and understand budgeting to develop responsible financial habits.

Budget Planning for Post-Secondary: Tips on creating a realistic financial plan for post-secondary education and preparing for the financial realities of student life.

Understanding Credit: The importance of introducing teens to the basics of credit, helping them build awareness of borrowing and financial responsibility early on.

Financial Conversations with Teens: Strategies for parents to start dialogues about money, fostering an environment where teens feel confident navigating financial challenges.

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Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

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December 6	January 24	January 31	December 6